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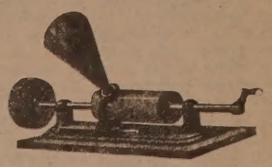
THE NEWSPAPER FOR
THE HOBBYIST OF VINTAGE
ELECTRONICS AND SOUND

THE HORN SPEAKER



PHONOGRAPH CENTENNIAL
1877 - 1977

How to Sell Ten Million Radio Outfits

Radio News for March, 1922

By STANLEY B. JONES*

"ENTERTAIN people? Easy! You've got to do one of four things: amuse 'em, or feed 'em, or shock 'em, or tell 'em something they didn't know before!" That sage bit of advice I once came across, I think, in one of Mr. Scott Fitzgerald's inimitable "flapper" stories. I remembered it because of the force of the basic truth underlying its rather flippant mode of expression. And whenever you are really entertained you will doubtless recall afterwards that you were either fed, or shocked, or amused, or instructed.

What is there in radio that is claiming the interest and time of so many people? I am writing as a man who has never reacted to its very real marvels beyond the "Isn't that wonderful!" stage. It *is* wonderful, almost too wonderful for its own immediate good, I believe. Common people continue to regard it as a mysterious and complicated servant of nations, a tremendous force, greater even than the forces of nature, which a few geniuses have bound to their wills. It is much too vast and incomprehensible for John Smith and Bill Brown. When they sink back in the worn chair after a day's grapple with invoices or accounts or stubborn buyers, light the bitten-up briar, and take up the paper, it is going to take a lot more persuasion than the radio manufacturers are showing at present to dig them out of it and kindle the spark of radio interest in their eyes.

As yet, John Smith has never thought of radio as having any relation whatsoever, to himself, such as his trusty phonograph and well-worn camera can claim. He knows, in a vague sort of a way that Bill Brown's boy has a jigger rigged up on his roof which has been said to "Pick up Washington" and snatch stray fragments of news out of the night air, but who wants to sit up half the night to be doing that when he can get it all in the first edition of the morrow's paper? Radio, huh!

And what does the word "radio" convey to the average man? Research among my friends, and talks with men who sell radio apparatus, leave in my mind this composite picture as a reflection of the mind of John Smith in regard to the workings of this great force.

A few rectangular boxes, sprouting wires, and adorned with knobs and dials of black rubber, two or three little standards with small rods of metal set up on them, a group of batteries (ah, there's something familiar, at last!), a headpiece, such as telegraph operators in the movies wear, and a rather flimsy contraption of wires stretched between poles which doesn't do much to help the looks of the housetops. He is also aware that there is a strong and resonant buzzing, a mysterious and intricate "code" which one must learn, and he fears that there is a strong likelihood of being burned (to say nothing of his house) by the hissing purple and yellow sparks which he has seen zig-zagging between the small rods. Also, the group of hobbyists who take up this strange business appear to be obliged to spend most of their nights hunched over their boxes and batteries. As for him, give him a paper or a good book, and eight hours of sleep!

Well, why should he sit up, leaving the family circle and his journal, to fiddle with dinguses? Why? As you manufacturers know, there are a great many reasons why he should, and it's up to you to tell him, and show him, in such a way as to open up the vast possibilities of radio to him, in a language which he understands. It can be done. It was just about as difficult to sell John Smith a camera or a phonograph when they first began to reveal their possibilities for entertainment and instruction. It just needs the right kind of an approach, and—but we'll take that up later.

In the course of my investigation, I asked a large number of radio amateurs how they happened to take it up. I must admit, in this connection, that I was astonished at the range in ages and occupations of its devotees. The youngest was a boy of nine, the oldest a retired physician of seventy-two! Surely radio offers a hobby which is even less subject to the dictates of age than golf itself, whose wild-eyed followers have won a place all their own as the world's champion boosters.

In one store I spent an entire morning, seeing for myself just what sort of people

(*Continued on page 838*)

these "radio bugs" were, and why. The first man I approached, oddly enough proved to be an advertising man, who had taken it up because of the promise its future held, and who had become so absorbed in it that he had, he confessed, "dipped into it on its own account until he had almost forgotten what his regular business was." He was trying to perfect some sort of an arrangement which would revolutionize commercial radio, and was up to his elbows in drawings which looked to me like a snarl of fishline, with sinkers dropped in here and there. My next victim was a youngster of twelve, whose eyes burned with the unquenchable fire of the zealot as he eyed the pieces of apparatus on the counter. His fingers, rough and chapped, fairly twitched to get hold of them, and once he got the ear of the obliging clerk he fairly exploded with questions until that worthy threw up his hands with a smile and told the boy to come back after five o'clock and he'd talk it over. For he was a bug, too.

Next came a well-dressed mining engineer, who was a slave to the lure of the radiophone, and who confided to me that he had left his partners engaged in a conference to "hear this new amplifier for himself." A prominent actor told me that he "had got Pittsburgh last night with an antenna strung up under his bed in his home in New Rochelle." It is safe to say that it had given him as much of a pleasurable kick as a big hand on his first night, too. Two middle-aged men, and their wives, approached the counter next, and for twenty minutes the men talked animatedly of audions and grid-leaks and step-ups, illustrating with pencil sketches on the wrappings of their packages until the wives adjourned their indignation meeting and bore them off. "And you talk," said one, "of the job you have to lead US past a millinery window!" There was no comeback.

Three young men entered, two of them brokers' clerks and the third a bond salesman. They were interested because of the jump the radiophone market quotations would give them over competitors, they said. They all operated their own receiving sets. A prosperous looking lawyer sauntered up to the counter, adjusted gold-rimmed spectacles and was about to look over a highly polished mahogany box with a great horn labeled "magnavox" rearing up over it. I asked him how and why he had become interested.

"Well," he said, with a smile, "you know every man is better off if he has a hobby,—something totally unrelated to the work which gives him his bread and butter. I started fooling with a little receiving set about four years ago, and today I'd hate to tell you what I've spent adding to it. There's always something new to this game—it's becoming as new and as timely as tomorrow morning's newspaper. More so, in fact, as I catch most of the news given out by the big broad-casting stations before the papers go to press, even. It's more than a novelty, however, it's going to be one of the greatest forces for education and entertainment that our day has even seen. Listen,—here's what I have heard during the last five evenings, in my own room, from seven to eleven p. m. (1) A concert by Sousa's Band, (2) Speech by Senator Lodge, in Washington, (3) Spe-

Science and Invention for December, 1922
NEWS, OPERA, JAZZ—FREE!
The Radiofonola
THE Radiofonola brings all these people's voices—THEIR VERY OWN—not their records, right into your house, every day. Music, lectures, opera, sermons—all free of charge.
If your neighbor has no *Radiofonola*, step into the nearest *Radiofonola* store for a free demonstration.
Send for illustrated booklet "All About the Radio Telephone."
The Radiofonola Company, New York City
Branches in all Cities

The above is a reproduction of a page advertisement for December, 1922. This is advance information, of which we hope our manufacturers will make good use. It covers Mr. Stanley Jones' idea of what a real radio advertisement should look like—an ad that can be understood by the merest tyro, unless he is blind. We admit our first attempt is a rather crude beginning, but there is hope that our manufacturers will take the hint in due time, and get up REAL artistic copy.

*Of the J. Walter Thompson Co.

cial news of the market and stock exchange, every night, (4) The opera 'Faust," in Chicago, (5) News and Government weather forecast, (6) Short story reading by Edna Ferber, (7) Concert by a leading Broadway light opera star, (8) An informing talk on insurance by the president of a large company in Pittsbugh, (9) Crop forecasts, and (10) a cracking good sermon by a nationally known preacher. Time pretty well spent, eh? Like hiring all of these people to come and speak and sing in your own home. Maybe you could afford it, but I know I couldn't!"

As he ran on, I began to generate a little heat myself to the idea. If a moderate priced wireless telephone could put up into close daily touch with the great world of thought and action in this fashion, why shouldn't nine men out of ten be interested in it? I asked him. "That's easy," he replied. "The progress of radio telephony has been so extraordinary during even the past few weeks that the news of it hasn't gotten around yet. Men not actually in touch with its development are, almost without exception, ignorant of its practical workings as applied to them. They think of radio in terms of dots and dashes, requiring translation, instead of the actual words and sounds as heard over the ordinary telephone." He went on to explain how you "listened in," with your receiver at your ear, to whatever sounds were sent out by the transmitter to which your receiver was attuned. The addition of an amplifier, such as a phonograph horn, would reproduce audibly and magnify the spoken message, song, music, or other sound, so that a whole roomful of people could hear it, from a hundred or a thousand miles away, or even a greater distance. By this time I wanted to hear some of this for myself. It sounded good. He directed me to a large store where they had a good receiving set hooked up.

"But don't you start unless you've made up your mind," was his parting shot. "It gets into your blood, and, believe me, it's so all-fired interesting that a perfectly normal loving father is apt to find his children's shoe money irresistibly swept into tubes and condensers!"

I "listened in" and it proved a revelation. Once the head-phones were adjusted I might have been completely off of this whirling sphere, for all of the mental connection I had with it. It was as though you were sitting up on top of the globe, in a world made up solely of sound. First a few clicks, then a steady humming, like a distant hive of enormous bees, then, with startling and sudden distinctness, a man's voice saying, "Baltimore, Maryland," in my ear. I jumped, and the operator threw back his head and laughed. "He won't hurt you," he assured me, "he's a long way off." We revolved one of the black rubber knobs on the face of the box, and the strains of Schubert's "Song of Love," exquisitely played by some fairy violinist in this invisible world, flowed in to us as sweetly and distinctly as ever I heard it in an auditorium with the virtuoso standing before the footlights. This was followed by an outline of the minute's news (almost before it happened!, and a couple of fox-trots by some etheral jazz band. The operator plucked my sleeve, and removed my 'head-piece. 'We staged a wireless dance upstate last summer," he laughed, "with the orchestra down here in the city. Went over great, too. The only trouble was that the players couldn't hear our applause, and after one encore had been played a negro voice would announce, 'Dat'll be all fo' dis one, folks!' "

It was late that night before I reached home, but I had learned a lot. It had all the fascination of listening in on the mysterious conversation of two men in the train seat just ahead of you, with infinitely more profit—and no chance of getting your nose punched. It gave me that warm feeling, so gratifying to every small human soul, of "hearing something first," and being able to yawn comfortably in my friend's face when he rushed up next morning with the paper, and to say, "Oh, yes, I got that last night, while it was going on, or just afterward." And it lent a pleasant satisfaction as "being in on" a great and most remarkable invention, still in its childhood, but destined to rival the telephone at a not far distant date.

So much for its appeal to the constantly increasing number of radio enthusiasts—they have arrived. What we are concerned with is the placing of it before the John Smiths and the Bill Browns in such a personal and interesting manner that they'll begin, one by one, to think, "Now, that's something that I'd like to get in on. That's too good to pass up. Wonder how much it is, anyway." While the gospel is being faithfully and earnestly preached by the present converts, the story of radio's attractions cannot depend, obviously, on this good but slow method of advertising for the immediate and universal boom which it deserves. The present advertising is practically confined to technical radio publications and dry as dust to John Smith and Bill Brown. They don't understand it; the cuts are of apparatus and the text bare outlines sketching its selling points. They might, and undoubtedly do, sell the man who knows all about such dinguses, but they leave John and Bill as cold as a pawnbroker's eye. I venture to state that they even appall the layman and exaggerate his fears as to the complexity of radio. I know they affect me that way, and I have just seen how relatively simple it is to operate a set, too. They talk a different language, and to too restricted a field.

Radio demonstrations are doing much to familiarize it with men to whom it has always been one of the black arts. Recently a bankers' convention was held in New York City. Leaders in every field of business spoke on topics of immediate and vital interest. But the first thing which two of the bankers mentioned to me next day was the roar of the breakers on the Pacific Coast and the playing of a band in San Diego, Cal., made clearly and marvellously audible in the banquet hall by the genius of the wireless telephone. That was good advertising.

The well-known broad-casting of President Harding's Armistice Day Speech was another instance of actual "show-how" publicity of the most effective sort. It gave more people an idea of the possibilities of radio, as a factor in their everyday affairs, than they could sqeeze out of the advertising columns of the radio magazines in the pats twelve months.

Conventions and gatherings of representatives are excellent soil for the planting of publicity seeds which will grow and yield rich returns under the warmth and ever widening favor of good will there engendered. State fairs might be used, featuring an address by a high government official, music by the famous Marine Band, or a short concert by a well-known opera star.

Every opportunity for demonstrating should be seized by the manufacturer and dealer. The latter should be offered every encouragement to keep a receiving set in a prominent part of his store, on the job all the time. Once you get a man's hand on the tuner, once he begins to hear the first faint buzz swell suddenly into a burst of music from out of the apparently empty ether, and he is yours! Give him every chance. Most of us are willing to be sold if you can show us something that will make us healthy, wealthy, happy or wise.

Is not general advertising the one force which can educate the layman and make him see that radio will fill a definite need in his life? But it must be a right-about-face from most of the radio advertising which has appeared to date. It would be simple, both in phraseology and illustration, and would show him, not what the inside of the apparatus looks like, but what it will do for HIM. In this connection, I feel sure that if the manufacturer could cover up more of the knobs and dials and posts, and work along the line of simplifying the present ominous exterior, it would go far to break down sales resistance. Knowing nothing of the technical end of the business, this may be impractical, but it would most certainly be of far-reaching effect in the favorable approach of John Smith.

How shall we reach him? Obviously, we cannot leave the entire burden on the radio magazines. He must come across our story in the magazines and newspapers which are a definite part of his daily life. Radio could show John Smith that it could do something for him. It could induce the mood to "Well, let's just look at her, anyway," when you or your dealer made that possible.

What form would it take? Would it not be well to inquire into the methods which shrewd advertisers of phonographs have employed to sell more than 4,000,000 in the last three years?

Does he show his machinery, cross-sections of his cabinet, and hope to halt the skipping progress of the man who thumbs through the advertising pages by a fetching cut of his scratch-proof sound-box? Not on your life. He shows 'em pictures of favorite opera stars in their magnificent costumes, singing. He brings black-face Al Jolson, Ted Lewis and his jazz band, John McCormack, John Philip Sousa, and the vaudeville head-liners right into life before you on the page, and sells you, not phonographs, but music. And we will be able to do that, and go them one better, for we can bring them their music in their homes without the expense which the purchase of records entails. And news, red-hot!

Would we not be able to offer every variety of musical entertainment, with the co-operation of the manufacturers, and schedule definite programs in advance? Much has already been done along this line. Could incidents of real human interest which radio has brought out—not spectacular "stunt" advertising—fail to interest John Smtih? Actual daily happenings emphasizing the simplicity and the thrill of it, the comparatively small expense and the "whole family" appeal which this marvelous little box can make a reality for him?

There is apparently no limit to the future of radio.

And by future I do not mean years and years from now, but the immediate future. With such tremendous strides as it has made in the past year alone, may we not look with something more than reasonable assurance for some of the following developments?

A wireless telephony service in railroad stations, large and small, to help pass the tedious waits between trains. Could not the amplifier, which is even now used to announce arrivals and departures of trains, be utilized with radio to produce music, news and entertainment for the waiting throngs in the station "Radio Room"?

On shipboard, with the radio sufficiently amplified, could not the passengers' connection with the outside world be made more real and alive than by means of the occasional bulletins now issued?

How about adapting the radiophone to make profitable use of the hundreds of hours we annually waste on subway and "L" platforms?

Today's pace in living exacts a higher toll on the energy and nerve force of the individual than ever before—we MUST keep abreast of the times, or a little ahead, and every mechanical help which works for conservation of our resources is not only welcome, but necessary.

Chicago is equipping its policemen with receiving apparatus, the aerials woven into the coat fabric, the "box" so small and so simple that it can be carried in the pocket and operated with one hand. Does this not suggest possibilities for similar practical use by other municipal bodies than the Police Department?

In our State Capitols, as in Washington, matters of the utmost concern to every citizen are being proposed and debated. Officials. from the President and State Governors down, are making speeches which we ought to hear. Is this not Opportunity?

Hundreds of thousands of business people commute to and from their work in our large cities every working day. The motion of the train and the often unsatisfactory lighting go far to produce the eye-strain which our habit of "read-while-you-ride" has rendered national. If the radio telephone were installed in these cars, and the day's news given out briefly, crisply and distinctly, would not such an innovation pay a manufacturer, as well as contribute mightily to our national health?

In these days of congestion and overcrowding of our public schools, with as great a dearth of teachers as of seating-space, is there not a golden opportunity for the broadcast instruction and dissemination of knowledge by radiophone? We think there is, if there be men of sufficient vision to see it, and the courage to make the most of it.

All of these particular projects may not be feasible, just as there are, doubtless, dozens of others which are useful and workable. But the fact remains that radio has already demonstrated its right to a front seat in the theatre of our life, and it proves this right almost by the hour, with its continual revelation of new powers for good. Its merit is established—all that remains is to popularize it as it deserves. The greatest force in the world is need for this; intelligent, far-sighted advertising.

LETTERS

Dear Sir:

I have a Larco Dyne Radio made by Larkin Mfg. Company. It is a tune frequency radio of early 1900 vintage in excellent condition. It is in a 10 X 12 X 24 solid wood cabinet. I would appreciate any information you have on this radio.

Darrell Fowler
Route 6, Box 354
Morganton N.C. 28655

EDITOR.....Try any of our advertisers for a schematic and maybe a reader has more information.

Gentlemen:

I would like information as to subscribe to THE HORN SPEAKER.

I have a radio I would like to get restored. I have need of schematics and any other information. I will gladly pay for them.

My radio is:
AMERICAN BOSCH MAGNETO Corp.
Spring Field, Mass.
input 100 to 130 volts
60 cycles
Primary input .5 amps
Model 28
Serial No. - 58268

This is an 8 tube set and it resembles an Atwater Kent. The above information was on a plate when you lift the lid.

Any help greatly appreciated.

Thank you,
Richard McGee
554 West 40th St.
Shadyside OH 43947

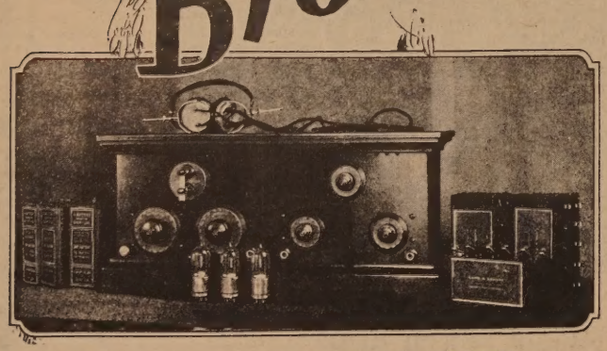
EDITOR....Several of our advertisers furnish schematics and information.

Dear Jim,

Recently I was given an Edison radio-phonograph combination (model C-2) circa 1928. The radio works well but is a Splitdorf chasis model "JC" rather than an Edison chasis model "C". Rider's Manuals

(Continued on page 10)

Take Broadway with you!



Radiola V at a new low price: COMPLETE!

Here is exactly what the price includes: a powerful three tube receiver, including two stages of amplification; "A" battery of three dry cells; "B" battery of three 22½ volt units; three Radiotron tubes; headset and telephone plug

REAL Broadway jazz down on the farm! Music from the big orchestras in every big town. Rainy days at the beach without an outdoor thing to do—but a concert, of the finest, coming in by radio. Peaceful days for tired vacationists—bright with entertainment. Lively parties for "the crowd" at far-away places. Church on Sunday. And the big league baseball news—right from the bleachers. What's summer without a Radiola?

Radiola V

The summer cottage set—to perfection. It operates on dry batteries—anywhere—everywhere. Mighty good to look at—compact—attractive. Great for use with a loud speaker. And for big performance—two stages of amplification to bring in every word and note, clear and distinct, over big distances.

"There's a **Radiola** *for every purse"*

at the nearest Radio or Electrical Store

RCA

This symbol of quality is your protection

Cuba Gets California with a Radiola V

Havana, Cuba

"You might be interested to know what we are getting with Radiola V.

"Several of our clients have received broadcast programs at KHJ in Los Angeles, California. We also receive clearly stations as far as Reno, Denver, and Minneapolis. Very truly yours,

A. MARTIN-RIVERO"

Radio Corporation of America

Sales Department
233 Broadway, New York

District Sales Offices
10 So. LaSalle St., Chicago, Ill. 433 California St., San Francisco, Cal.

RADIO CORPORATION OF AMERICA, Dept. 2086, 233 Broadway, New York
Please send me your free Radio Booklet.

Name

Street Address

City R. F. D.

State

Radiola

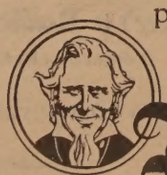
REG. U. S. PAT. OFF.

The Choir Invisible

THE rare beauty of tone of Federal Radio Sets astonishes and thrills all hearers.

This unusual accomplishment is the natural development of a quarter-century's leadership in designing and making electrical apparatus for faithful tone reproduction.

FEDERAL TELEPHONE AND TELEGRAPH CO.
BUFFALO, N. Y.



Federal

Standard RADIO Products

Look for this sign

Federal Standard RADIO Products

BOSTON NEW YORK PHILADELPHIA CHICAGO PITTSBURGH SAN FRANCISCO BRIDGEBURG, CANADA LONDON, ENGLAND

Federal No. 59 Receiving Set shown in illustration.

The Thrill of a Lifetime

DEAR POP:

It has really happened. I have heard Havana, Cuba. Hip, Hip, Hurrah for the Federal No. 59! I was never so thrilled.

I heard this strange music at exactly 37 on the dial. When the man said "P.W.X. Havana, Cuba," I thought I couldn't bear it. Listened for half an hour and then telephoned everyone I know. MARY

YOU can never know the real gripping thrills of long distance radio reception until you can easily tune out all local broadcasting interference. Federal Receiving Sets No. 59 and No. 61 eliminate all this interference with the mere turn of a dial. Another turn and the romance of a world awaits your pleasure.

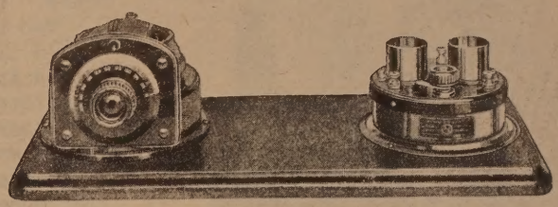
Believing in the fun and educational advantages of home assembly, Federal dealers, in addition to complete sets, also carry all Federal parts in separate units and in groups. Each set or part is designed, manufactured and guaranteed by Federal.

A booklet "The Radio Work Bench" has been compiled by Federal experts to aid the novice in avoiding construction pitfalls. Get it from the Federal dealer, or send 25c in stamps to

Federal Telephone and Telegraph Co.
BUFFALO, N. Y.
Boston New York Philadelphia Pittsburgh
Chicago San Francisco
Bridgeburg, Canada London, England

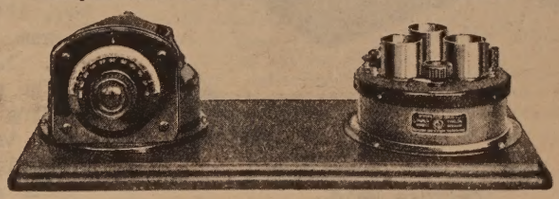
Federal
Standard RADIO Products

ATWATER KENT
RADIO RECEIVING SETS



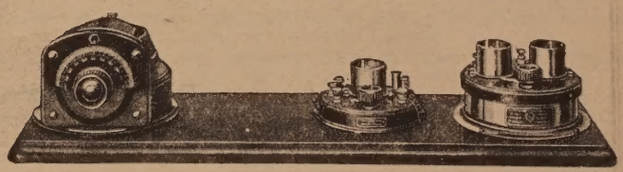
The two instruments shown above comprise an excellent and complete receiving set. The Coupled Circuit Tuner and Detector 1-Stage Amplifier on the mahogany mounting board, present a beautiful appearance.

Complete Outfit, as above, wired . . . $32.00



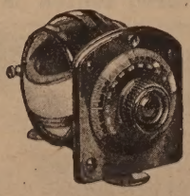
The above set, consisting of Coupled Circuit Tuner and Detector 2-Stage Amplifier, is an ideal set for either phone or loud speaker use. Note that this set includes two stages of audio frequency amplification.

Complete Outfit, as above, wired . . . $35.50



The Coupled Circuit Tuner and Detector Unit only, comprise a complete receiving set. Later, if desired, the 2-Stage Amplifier can be added for two stages of audio frequency amplification as shown above.

Complete Outfit, as above, wired . . . $37.50
Complete Outfit, as above (without Amplifier), wired, 23.50



The Mounted Variometer carries through the standard quality of ATWATER KENT products. For an open set it supplies a finished instrument unsurpassed in appearance and performance.

Mounted Variometer . $10.00

An Excellent Merchandising Proposition

ATWATER KENT MANUFACTURING COMPANY
4943 STENTON AVENUE *Radio Dept.* PHILADELPHIA, PA.

Ad from the early 20s.

Club News

NIAGARA FRONTIER SUMMER MEET

The Niagara Frontier Wireless Association held its Summer Meet August 13th at the Old Amherst Colony Museum in East Amherst, New York.

Ninety collectors/historians showed up to make this a very successful meet. The flea market was good and the Wireless Equipment Contest brought some real gems out. An AK-12 in the original carton, a Federal 57, a Zenith 3R which was beautifully restored, an Acrodyne which took 1st place in the TRF class. The Best of Show was a beautifully preserved Radiola Grand submitted by Felicia Reid.

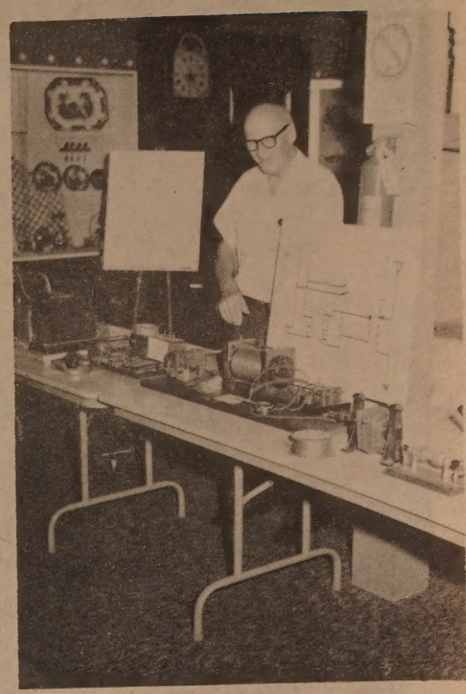
Two talks were given. The first was a talk and demonstration (without actual broadcasting) of fixed and rotary spark gap transmitters. Ken Conrad gave this excellent talk which was made even more interesting by his relating of personal experiences with spark gaps.

The second talk was on the art of nickel plating and was given by Art Albion.

Our next meet is planned for Nov. 12th at the Old Amherst Colony Museum, 500 Smith Rd., East Amherst, N.Y. 14051.

The topics will be on restoration: molding knobs, solid state tubes, audio transformer repair and wood restoration.

For more information send a large SASE to Niagara Frontier Wireless Association in care of the museum, above.

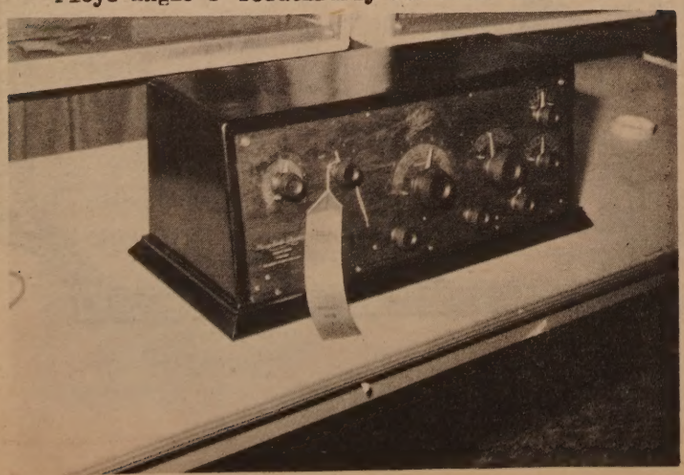


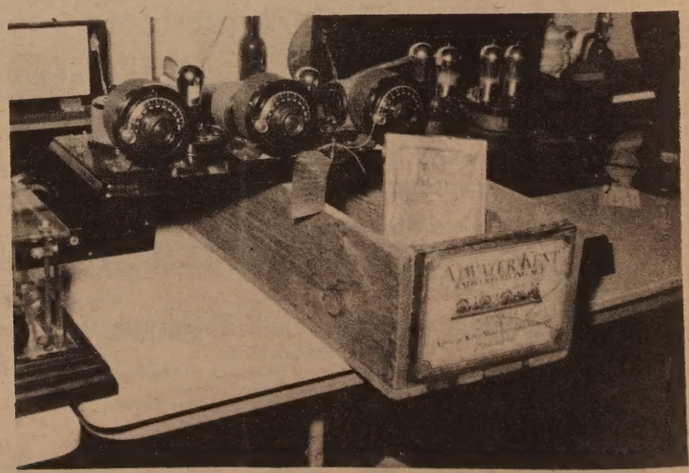
Ken Conrad giving a fantastic talk on spark gap equipment.

The Best of Show submitted by Felicia Reid.

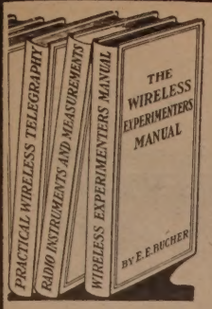
Photos by Larry Babcock

Floyd Engle's beautifully restored Zenith 3R.





How about this, an AK with its original carton and instruction manual?



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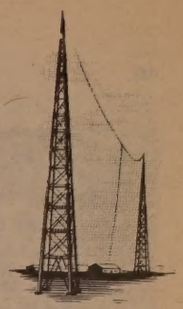

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C8-93 RADIO GUIDE, Week of June 4-10, 1933, newsprint, condition, good. .....by the way, if you want to know the truth about Irvin S. Cobb, this issue tells you about it $4.00

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C8-97 How to Build a Five Tube NEUTRODYNE RADIO RECEIVER, complete authoritive instructions and blue prints for those who build their own by FREED-EISEMANN RADIO CORPORATION, 1923, 31 p. one page has a picture cut out, otherwise ...oops,...found a page missing, $5.00

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C8-104 MODEL CONTROL BY RADIO, Edward L. Sanford, Gernsback Library No 43, 1954, $4.00

C8-105 R/9 , December, 1933, Monthly publication, issue #50, Dedicated to lthe rights and interests of the transmitting Radio Amateur. 66 pages, good condition $5.00

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1923 June, July, Aug $7.00; 1925 Jan, $7.00; 1928 July $6.00; 1930 July, Aug, $6.00; 1933 May, thru Dec, $4.00; 1934 All issues, $4.00. 1935, all but march; 1936, Jan thru July; 1938, Dec; 1939, Jan, Oct; 1940, Jan; 1942 Oct; 1947, August, $4.00 each.

The HORN SPEAKER..... 9820 Silver Meadow Drive, Dallas, Texas 75217

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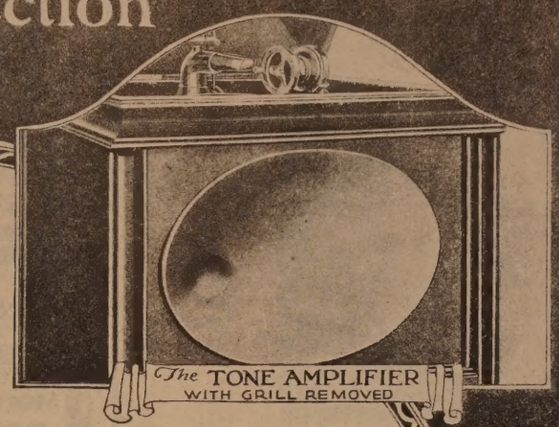
The ULTONA
PLAYING A BRUNSWICK RECORD



The TONE AMPLIFIER
WITH GRILL REMOVED

"Certainly Different! Certainly Better!"

People marvel daily at the advancements offered by the Brunswick Method of Reproduction—a constant sensation

A CHANGE has come about in the music world. People no longer are satisfied with just "a" phonograph—they know how to make comparisons and to judge.

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Note that one feature is the Ultona, our all-record reproducer. This is an exclusive idea, giving to The Brunswick owner the whole realm of record music, unrestricted.

At a turn of the hand, the Ultona presents to each type of record the proper needle and the proper diaphragm. Each type of record is played exactly as intended, but with a finer reproducer—one that brings out hitherto hidden tonal values. No makeshift attachment is necessary. The Ultona is inbuilt.

Note another feature of the Brunswick Method of Reproduction—the Tone Amplifier. It is vastly different. The moulded, wooden amplifying chamber is *all* wood and oval in shape. There is no cast-metal connection, or throat.

This development is in accord with acoustic laws. Tone waves can expand and contract properly. Vibration is not cramped.

These are but two of the many features of the Brunswick Method of Reproduction. But they are obvious and measure the importance of the others.

If you seek the utmost in tone quality, if you want the new-day phonograph, if old standards are unsatisfying, then you must hear The Brunswick. You will detect the superiority at once. Comparison is simple.

WE ask you, as we ask all others, to let merit decide. Count all other arguments as secondary. For it is *tone* that you buy primarily. So see if you do agree that Brunswick tone is incomparable. Visit a Brunswick Dealer before you make a choice.

Ask also to hear Brunswick Records—the latest popular "hits" and the finest operatic numbers. Brunswick Records can be played on any phonograph with steel or fibre needle.

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Branch Houses in Principal Cities of United States, Mexico and Canada
Canadian Distributors: Musical Merchandise Sales Company,
819 Yonge Street, Toronto

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PHONOGRAPHS AND RECORDS

ATWATER KENT RADIO

"California is just one trip *but Radio takes you on hundreds*"

EVERY WINTER it has been the custom of a farmer living near Galesburg, Illinois, to go to California.

Last winter he was unable to go. Instead, he bought an Atwater Kent Receiving Set. Now he tells us:

"My wife and I hardly missed the trip. There were so many interesting things coming out of the air that it was no trouble at all to keep ourselves entertained. My wife summed it up when she said:

"'California is just one trip, but Radio takes you on hundreds.'

"When I studied the radio reports showing all the forces at work to shove prices up or down, it gave me so much to think about that at the end of the winter I was a better farmer.

"I was more tolerant, too. Why, I got to listening to the services of a church which wasn't the one I was brought up in, and I tell you it was a revelation! I had supposed those people had horns, but they haven't."

Radio is indeed a godsend to any home, and doubly so to the home of the farmer. But be sure that the instruments upon which you depend to put you into touch with the world are *good* instruments. Don't get your impressions of Radio from inferior receiving sets and speakers.

Look for all-round performance, for reliability, for simplicity and ease of operation. And for a set and speaker that will make a good appearance in your home.

Atwater Kent Radio is so well built, so simple, so dependable and so good looking that it is known among dealers as "the Radio that sells itself and stays sold."

The Atwater Kent dealer is a responsible merchant. The one nearest you will be glad to give you a demonstration.

* * * *

What a country banker says

"The ownership of a radio set today is a better indication of intelligence than the ownership of any other piece of equipment on the farm. Every farmer who owns a radio set can hardly help becoming well posted on markets and prices, and making more money. And the smart farmers know it."

Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4714 Wissahickon Ave. Philadelphia, Pa.

Every Sunday Evening

The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9:15 Eastern Time, 8:15 Central Time, through:

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WJAR	Providence	WGR	Buffalo
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WCAE	Pittsburgh		
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Prices slightly higher from the Rockies west, and in Canada.

Model 20 Compact, $80

Radio Speaker Model H, $22

indicate that these two chasis are the same, but it is obvious on my cabinet that the hole location for the tuning control has been changed. By this change I am making the assumption that though these two chasis models are the same except tuning control placement, that I have the wrong chasis and need a model "C" chasis.

All that is a little disappointing but I hope to locate the correct model "C" chasis through your "Want Ads."

Now that isn't all of the problem though. The magnetic pick up for the phonograph doesn't work. It does appear to be the original though. The reproducer pick seems to have a dual stylus arrangement. There is a hole and screw for placement of a needle and a diamond Edison stylus to the side. Do you know how to repair these magnetic picks or know of anyone who can help me with it? I have been unable to dig up any information on Edison electric phonographs. Apparently they are scarce and of little interest to anyone but myself.

I would greatly appreciate any help you and your readers could be in getting this unit opperable.

One other question before I close. Are there any publications available indicating Edison diamond disc record titles and dates of release?

Sincerely,
Harley Goff
413 4th St. NE
Waseca MN 56093

EDITOR....Always glad to print a letter that requests information and help.

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There's a rare old radio waiting for you somewhere. Here's how to have year-round fun discovering valuable old sets in your attic, local swap meet or antique barn. You'll enjoy McMahon's fascinating books, truly fine collector's references.

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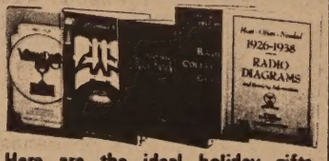
RADIO ENCYCLOPEDIA, Gernsback's 1927 classic beautifully recreated, 175 pages. $14.95 hard-cover, $10.95 soft.

RADIO COLLECTOR'S GUIDE, 1921-32: Data book with 50,000 facts on 9,000 models by 1,100 makers, 264 pages, $6.95.

1926-38 RADIO DIAGRAMS: Beitman's classic of 600 models, 240 pages, $7.00.



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FOR SALE: Junkers, chassis bad, some panels rusty, no tubes, cabinets need refinishing. (1) AK-32 with type E speaker $29.00. (2) AK-33 with E speaker $35.00. (3) AK-30, $20.00. (4) AK-20, $27.00. (5) AK-37 rusty, $12.00. (6) FADA, no cabinet lid $9. (7) AK-30, chassis only $10.00. (8) AK-20 cabinet, panel, few parts $22.00. Guarenteed 201A 301A tubes used, working $5.00. All items please include postage. SASE for more details. Dave McKenzie, 1200 West Euclid, Indianola, Iowa 50125, Ph: 515 961-4777.

FOR SALE OR TRADE: Pilot TV, Grebe Syncrophase MU-1, Freshman Masterpiece, David Grimes 60, Crosley Trirdyn Super 3 tube, Trinity 2-T-6, AK-52 & E speaker, all in good - excellent condition. Send LARGE SASE for lists.
Want any Marti or DeForest sets.
Richard Cane, 8391 N.W. 21 St., Sunrise FL 33322.

NICKEL PLATED brass machine screws etc. for old radios. Crosley thumb screws, AK & FE thumb nuts. SASE for list. Want useable parts from the 20's. Ray Harland, 2602 Mary Lane, Escondido CA 92025.

FOR SALE: Selling Rider's, single volumes, complete sets, also early Sams', Supreme, other manuals on vintage radios. Lawrence Beitman, 1760 Balsam, Highland Park IL 60035.

FOR SALE: Atwater Kent breadboard, battery & cathedral radios. Many battery radios and horn speakers. For list send SASE to Dave Carlson, 304 S. Lowell, Sioux Falls SD 57103.

BLANK BAKELITE PANELS - Cut to size, 1/16" to 3/8" thick. Fabricating and engraving services available. SASE for pricing sheet.
Parsons, WB1BVO, 22 Forest St., Branford CT 06405.

New WD11A's 15$ a pair or 10$ each. RADIOLA Manual 1922-7 5$ 35 pages
Hanson, 3403 Bdwy., L.B. CA 90803.

FOR SALE OR TRADE

FOR SALE: Rider's Perpetual Trouble Shooter's Manuals, Vols. I through XXII, unabridged, 1919-1951, good condition $150.
Rider's Television Manuals, Vols. 5 through 27 (last four include radio sections), unabridged, 1950-1960, good condition, including indexes for about half these volumes $65.
Lot of 369 radio tubes, unused in original cartons, 1930's and '40's, send SASE for complete list, $100.
Will consider trades involving outside horn or unusual phonographs, 5" Lambert records, possibly collectible radios or other worthwhile trade offers.
Buyer pays freight. Possible personal delivery of tubes within 200-mile radius of Marshall.
Frank Adams, 700 West Burleson, Marshall, Texas 75670.

FOR SALE: Solid-State A, B and C power supply. Send SASE for information to: G. Schneider, 6848 Commonwealth Blvd., Parma Hgts., Ohio 44130.

UV99 and WD11 Adaptors. Use any UX base tubes $5.50 ea. pp U.S.A. 2 for $10.00 either type.
K. Parry, 17557 Horace, Granada Hills CA 91344.

HAVE ANTIQUE RADIO & TV TUBES. Also some antique & old radios. Send 26¢ stamps for list w/prices.
Harold's Radio, 3106 N. 3rd St., Harrisburg PA 17110.

WANTED

RADIO RETAILING magazines wanted 1925-32. Cash or swap for 1922-40 Radio News. Also want Radio Age, Radio Journal, Radio in the Home, others. Alan Douglas, Box 225, Pocasset MA 02559.

WANTED: Scott, McMurdo Silver, Lincoln, and other classic receivers. Also pre-1930 battery sets, speakers, mikes, etc.
J. E. Cunningham, 23W 675 Ardmore, Roselle IL 60172.

WANTED: EXPOSED CONE SPEAKER, STROMBERG model 14, to go with Stromberg Radio type 635A. Call or write: Clayton Niles, 1100 Frito-Lay Tower, Dallas TX 75235, Phone 214/357-4001.

WANTED

WANTED: CIRCA 1930-31 TV scanning discs, Daven video amplifier, Kino lamps, complete and Dartial kits. Also all manner advertising material on receivers by Jenkins, Baird, others.
Darcy Brownrigg, Chelsea, Quebec JOX 1NO Canada.

WANTED: Cash for old automotive radios, literature and associated items. Top dollar for Packard, Ford and Cadillac units. AR series photopack needed 8, 9, 13, 14, 17, 18 and 20.
Marvin Roth, 14500 LaBelle, Oak Park, Michigan 48237.

WANTED. Large lot external horn phonographs, parts, cylinder records, crystal sets, battery radios factory mfg., before 1926. Will pay $75. for mint Lambert Jr. Crystal set.
Young, 11 Willow Court, Totowa N.J. 07512.

WANTED: RCA Theremin. Instrument must be intact. Also interested in information on RCA Terermins that are not for sale. Robert Moog, 405 Fillmore, East Aurora N.Y. 14052.

WANTED: Very early type microphones, pre 1925. Have good selection of early radios for trade.
Bob Paquette, 443 N, 31 St., Milwaukee WI 53208.

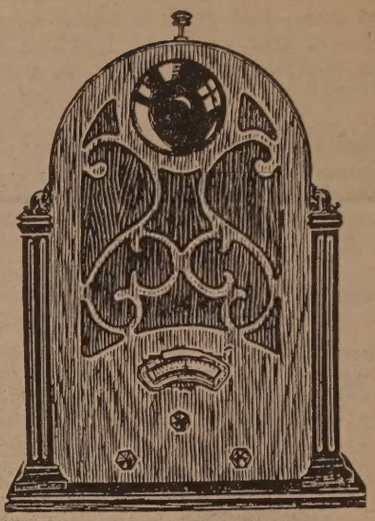
WANTED: RF chassis and/or power amplifier for Scott full-range high-fidelity radio (P. 27-29 Silver Ghosts), in restorable condition.
Rich Modafferi, RD 1, Skyline Drive, Vestal N.Y. 13850.

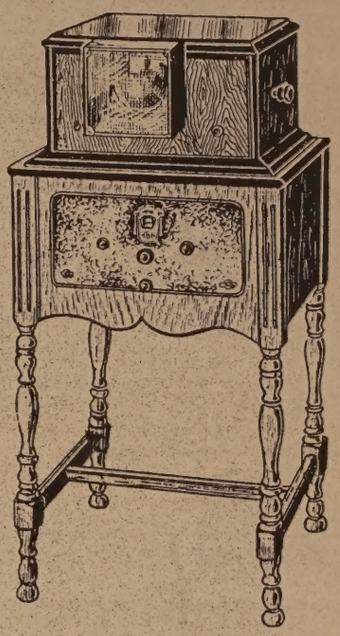
NEED: For 1928 Atwater Kent Model 40: Top cover, power unit cover, matching speaker.
Gene Densmore, 2125 Cambridge, Tallahassee FL 32304.

WANTED: To correspond with buyer of Airline 6-chassis at 1 H.R.S. Auburn, Ind., auction April 16.
C. E. Strand, 3823 S. Illinois St., Marion, Indiana 46952.

WANTED: Defective or damaged Burns horn speakers for parts. Also need a bell for Saal horn speaker.
Walter Childress, 1220 W. 71st Place, Chicago IL 60636.

WANTED





WANTED: Circa 1928-32 Television: Pioneer television scanner, I.C.A. Visionette, The Western Television Receiver, Baird Televisor, "See All" Television Receiver and scanner kit, Scanning discs, Daven television amplifiers, Raytheon Kino Lamps. Any and all information welcomed.
Darcy Brownrigg, Chelsea, Quebec, JOX 1NO CANADA

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							7C5 $3	12S8 $3	25S $4	51 $4	117Z6 $4
						6S4 $4	7C6 $4	12SA7 $3	25Z5 $3	55 $5	485 $5
						6S8 $4	7C7 $4	12SC7 $3	25Z6 $3	56 $3	884 $7
						6SA7 $3	7E6 $4	12SF5 $3	26 $6	57 $4	950 $5
						6SB7 $3	7E7 $4	12SF7 $3	26A6 $4	58 $4	951 $5
						6SC7 $3	7F8 $5	12SG7 $3	26A7 $4	59 $6	955 $4
						6SD7 $3	7G7 $4	12SH7 $3	27 $4	70A7 $3	958 $4
						6SF5 $3	7H7 $4	12SJ7 $3	28D7 $3	70L7 $5	1201 $4
						6SF7 $3	7J7 $4	12SK7 $3	30 $5	71A $7	1203 $4
						6SG7 $4	7L7 $4	12SL7 $3	31 $4	75 $4	1232 $4
						6SH7 $3	7Q7 $4	12SN7 $3	32 $4	76 $3	1273 $4
						6SJ7 $3	7R7 $4	12SQ7 $3	33 $4	77 $4	1852 $3
						6SK7 $3	7S7 $4	12SR7 $3	34 $4	78 $4	1853 $3
						6SL7 $3	7V7 $4	12V6 $3	35 $4	79 $4	9002 $3
						6SN7 $2	7W7 $4	12X4 $2	35A5 $4	80 $3	9003 $3
						6SQ7 $3	7X6 $4	12Z3 $2	35B5 $2	81 $6	9004 $4
						6SR7 $3	7X7 $4	14A4 $4	35C5 $2	82 $3	VR-90 $2
						6SS7 $3	7Y4 $4	14A5 $4	35L6 $3	83 $3	VR-105 $2
						6ST7 $3	7Z4 $3	14A7 $4	35W4 $2	83V $3	VR-150 $2
						6SU7 $3	10 $7	14B5 $3	35Y4 $4	84 $3	VT-52 $5
						6SV7 $3	12A5 $4	14B6 $4	35Z3 $4	85 $4	FM1000 $4
						6T7 $4	12A6 $4	14B8 $4	35Z4 $4	89 $4	XXB $4
						6U5 $5	12A7 $4	14C5 $3	35Z5 $3	117L7 $5	XXL $4
						6U7 $5	12A8 $4	14C7 $4	35Z6 $4	117M7 $5	XXFM $4
						6V6 $2	12AH7 $3	14E6 $4	36 $4		
						6V7 $4	12AT6 $2	14E7 $4	37 $4		
						6X4 $2	12AT7 $2	14F7 $4	38 $3		
						6X5 $2	12AU6 $2	14F8 $4	39 $3		
						6Y5 $3	12AU7 $2	14H7 $4	40 $7		
						6Z4 $3	12AV6 $2	14J7 $4	41 $4		
						6Z5 $3	12AX7 $2	14N7 $4	42 $4		
						6Z7 $2	12B7 $4	14Q7 $4	43 $4		
						6ZY5 $3	12B8 $4	14R7 $4	44 $3		
						7A4 $4	12BA6 $2	14W7 $4	45 $6		
						7A5 $3	12BE6 $2	14X7 $4	47 $7		
						7A6 $4	12C5 $3	15 $7	48 $4		
						7A7 $4	12C8 $4	19 $4	49 $4		
						7A8 $4	12F5 $3	22 $7	50 $7		
						7AE7 $4	12H6 $3	24A $5	50A5 $3		
						7AG7 $4	12J5 $3	25A6 $3	50B5 $2		
						7B4 $4	12J7 $4	25A7 $3	50C5 $2		
				5Y4 $3	6C5 $3						
				5Z3 $3	6C6 $4						
				5Z4 $3	6C8 $4						
			1T5 $3	6A3 $5	6D6 $4						
			1U4 $3	6A4 $6	6D7 $4						
			1U5 $3	6A5 $4	6D8 $4						
		1G4 $4	1V $5	6A6 $4	6E5 $5						
0D3 $2		1G5 $4	2A3 $7	6A7 $5	6E6 $4						
0Z4 $3		1G6 $4	2A4 $5	6A8 $4	6F5 $4						
1A1 $5		1H4 $5	2A5 $4	6AB4 $3	6F6 $4						
1A3 $4		1H6 $4	2A6 $4	6AB7 $3	6F7 $6						
1A4 $4		1J6 $4	2A7 $5	6AC5 $3	6F8 $4						
1A5 $4		1L6 $8	2B7 $4	6AC7 $3	6G5 $5						
1A6 $3		1LA4 $4	2E5 $5	6AK5 $2	6G6 $3						
1A7 $3		1LA6 $4	2X2 $3	6AL5 $3	6H6 $2						
1B4 $4		1LB4 $4	3A4 $3	6AL7 $5	6J5 $3						
1B5 $4		1LC5 $5	3A5 $3	6AQ5 $2	6J6 $2						
1B7 $4		1LC6 $4	3A8 $4	6AT6 $2	6J7 $4						
1B8 $4		1LD5 $4	3C6 $4	6AU6 $2	6J8 $4						
1C1 $4		1LE3 $4	3LF4 $5	6AV6 $2	6K5 $3						
1C5 $3		1LF3 $4	3Q5 $3	6AX5 $2	6K6 $3						
1C6 $3		1LG5 $4	3V4 $3	6B4 $5	6K7 $4						
1C7 $5		1LH4 $4	5AZ4 $5	6B5 $5	6K8 $4						
1D5 $5		1LN5 $4	5R4 $2	6B6 $5	6L5 $4						
1D7 $5		1N5 $4	5T4 $2	6B7 $5	6L6 $3						
1E5 $5		1N6 $4	5U4 $2	6B8 $4	6L7 $4						
1E7 $4		1P5 $4	5V4 $2	6BA6 $2	6N5 $5						
1F4 $4		1Q5 $4	5W4 $2	6BE6 $3	6N6 $4						
1F5 $4		1R5 $2	5X4 $3	6BJ6 $2	6N7 $4						
1F6 $4		1S5 $2	5Y3 $3	6C4 $2	6P5 $3						
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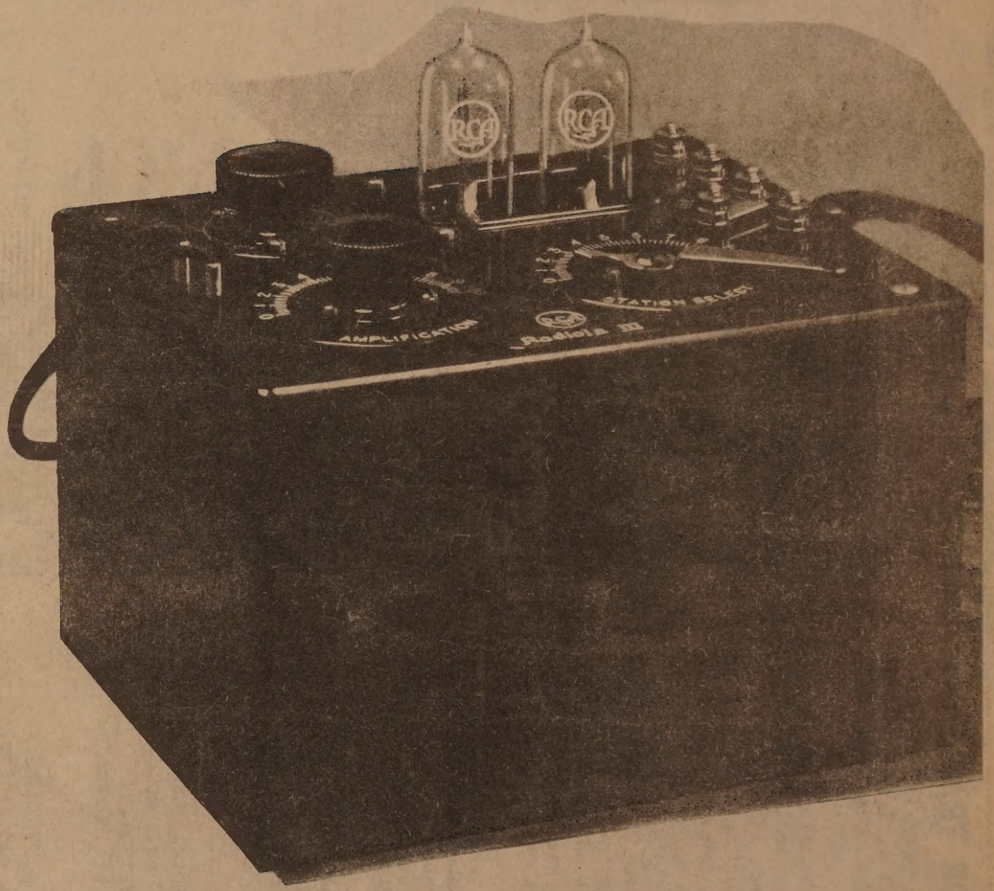

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April 26, 1924

C

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